

COMPLETE LISTING OF CLAIMS.

Claims 1 to 13 (Original) are Canceled.

Claims 14 to 28 are New.

1. **(Canceled)**. A cosmetic or pharmaceutical composition comprising;
(i) At least one divalent metal cation and zeolite anion ion-pair, or a quaternary ammonium cation and zeolite anion ion-pair composition, or a combination thereof, and (ii) At least one anti-inflammatory composition, and (iii) At least one water retentive composition, and (iv) A cosmetically or pharmaceutically acceptable delivery system or a carrier base composition.
2. **(Canceled)**. A cosmetic or pharmaceutical composition comprising;
(i) At least one divalent metal cation and zeolite anion ion-pair composition, or a quaternary ammonium cation and zeolite anion ion-pair composition, or a combination thereof, and (ii) A cosmetically or pharmaceutically acceptable delivery system or a carrier base composition.
3. **(Canceled)**. A composition according to claim 1, wherein zeolite composition is selected from a group of aluminosilicates that can be either in hydrated or anhydrous forms.
4. **(Canceled)**. A composition according to claim 1, wherein divalent metal cation and zeolite anion ion-pair can be selected from zinc zeolite, titanium zeolite, calcium zeolite, manganese zeolite, or magnesium zeolite, or a combination thereof.
5. **(Canceled)**. A composition according to claim 1, wherein a quaternary ammonium cation and zeolite anion ion-pair composition can be selected from, but not limited to Stearalkonium zeolite, Cetrimonium zeolite, behentrimonium zeolite, Dicetyl dimonium zeolite, Benzalkonium zeolite, various Polyquaternium

zeolite compositions (such as Polyquaternium-1 zeolite, Polyquaternium-2 zeolite, Polyquaternium-3 zeolite, Polyquaternium-4 zeolite, Polyquaternium-5 zeolite, Polyquaternium-6 zeolite, Polyquaternium-7 zeolite, Polyquaternium-10 zeolite, Polyquaternium-11 zeolite, Polyquaternium-16 zeolite, Polyquaternium-44 zeolite, Polyquaternium-46 zeolite, Polyquaternium-59 zeolite, etc.), various UV-absorbing quaternium zeolite compositions (such as Cinnamidopropyltrimonium zeolite), various Quaternium zeolite compositions (such as Quaternium-82 zeolite, Quaternium-7 zeolite, Quaternium-10 zeolite, Quaternium-79 zeolite, and Quaternium-79 zeolite, etc.), silicone quaternium zeolite compositions, and combinations thereof.

6. **(Canceled)**. A composition according to claim 1, wherein divalent metal cation and zeolite anion ion-pair can be made by an in-situ process from a zinc salt composition and a zeolite composition.
7. **(Canceled)**. A composition according to claim 1, wherein a quaternary ammonium cation and zeolite anion ion-pair composition can be made by an in-situ process from a quaternary ammonium composition and a zeolite composition.
8. **(Canceled)**. A composition according to claim 1, wherein the anti-inflammatory composition can be selected from, but not limited to, at least one antioxidant class of Cyclooxygenase (for example, COX-1 or COX-2) or Lipoxygenase (for example, LOX-5) enzyme inhibitors such as Ascorbic acid, Ascorbic acid derivatives, Vitamin E, Vitamin E derivatives, Tocotrienol, Rutin, Quercetin, Hesperedin (Citrus sinensis), Diosmin (Citrus sinensis), Mangiferin (Mangifera indica), Mangostin (Garcinia mangostana), Cyanidin (Vaccinium myrtillus), Astaxanthin (Haematococcus algae), Lutein (Tagetes patula), Lycopene (Lycopersicum esculentum), Resveratrol (Polygonum cuspidatum), Tetrahydrocurcumin (Curcuma longa),

Rosmarinic acid (*Rosmarinus officinalis*), Hypericin (*Hypericum perforatum*), Ellagic acid (*Punica granatum*), Chlorogenic acid (*Vaccinium vulgaris*), Oleuropein (*Olea europaea*), alpha-Lipoic acid, Glutathione, Andrographolide, Grapeseed extract, Green Tea Extract, Polyphenols, Pycnogenol (Pine Bark extract), White Tea extract, Black Tea extract, (*Andrographis paniculata*), Carnosine, Niacinamide, and Emblica extract. Anti-inflammatory composition can additionally be selected from, but not limited to, Horse Chestnut Extract (*Aesculus hippocastanum* extract)), Esculin, Escin, Yohimbine, Capsicum Oleoresin, Capsaicin, Niacin, Niacin Esters, Methyl Nicotinate, Benzyl Nicotinate, Ruscogenins (Butchers Broom extract; *Ruscus aculeatus* extract), Diosgenin (*Trigonella foenumgraecum*, Fenugreek), Emblica extract (*Phyllanthus emblica* extract), Asiaticoside (*Centella asiatica* extract), Boswellia Extract (*Boswellia serrata*), Sericoside, Visnadine, Thiocolchicoside, Grapeseed Extract, Ginger Root Extract (*Zingiber Officinalis*), Piperine, Vitamin K, Melilot (*Melilotus officinalis* extract), Glycyrrhetic acid, Ursolic acid, Sericoside (*Terminalia sericea* extract), Darutoside (*Siegesbeckia orientalis* extract), Amni visnaga extract, extract of Red Vine (*Vitis-Vinifera*) leaves, apigenin, phytosan, luteolin, and combinations thereof.

9. **(Canceled)**. A composition according to claim 1, wherein the skin protectant drug composition can optionally be included, which can be selected from, but not limited to Allantoin, petrolatum, white petrolatum, Cod liver oil, Lanolin, Mineral oil, Talc, Topical starch, dimethicone, calamine, kaolin, zinc oxide, and combinations thereof.
10. **(Canceled)**. A composition according to claim 1, wherein water retentive composition can be selected from, but not limited to zeolites, anhydrous zeolites, calcium sulfate, magnesium sulfate, calcium chloride, clays, silica gels, water absorbent organic polymers,

water retentive cellulose, starch, and inulin derivatives, carbomers, veegum, dehydro xanthan, cotton, paper fibers, ion exchange resins, chitosan, psyllium husk, algin, agar, carrageenan, gelatin, pectin, locust bean gum, gum arabica, xanthan gum, gellan gum, purified seaweeds (granulated Spirulina), alginate salts, rice bran husk, oat flour, oat protein, colloidal oat protein, soya flour, soya protein, wheat flour, wheat protein, milk powder, milk protein, egg powder, egg protein, casein, rice flour, corn starch, modified starches, rice starch, tapioca starch, inulin, hydrolyzed inulin, soya fibers, cotton fibers, cellulose, modified celluloses, sugars, modified carbohydrates, fenugreek fibers, silk fibers, various clays, zeolites, anhydrous zeolites, fumed silica, porous silica, alumina, various plant gums, and combinations thereof.

11. **(Canceled).** A composition according to claim 1, wherein a cosmetically acceptable delivery system or a carrier base can be selected in the form of a lotion, cream, gel, spray, thin liquid, body splash, mask, serum, solid cosmetic stick, lip balm, shampoo, liquid soap, bar soap, bath oil, paste, salve, collodion, impregnated patch, impregnated strip, skin surface implant, diaper, and any other such cosmetically or pharmaceutically acceptable topical delivery forms.
12. **(Canceled).** The compositions according to claim 1, wherein the cosmetically or pharmaceutically acceptable delivery system can be traditional water and oil emulsions, suspensions, colloids, microemulsions, clear solutions, suspensions of nanoparticles, emulsions of nanoparticles, or anhydrous compositions.
13. **(Canceled).** A composition according to claim 1, wherein cosmetically or pharmaceutically acceptable delivery system or carrier base can optionally include additional skin beneficial ingredients selected from skin cleansers, surfactants (cationic, anionic, non-ionic, amphoteric, and zwitterionic), skin and hair conditioning agents, vitamins, hormones, minerals, plant extracts,

anti-inflammatory agents, collagen and elastin synthesis boosters, UVA/UVB sunscreens, concentrates of plant extracts, emollients, moisturizers, skin protectants, humectants, silicones, skin soothing ingredients, antimicrobial agents, antifungal agents, treatment of skin infections and lesions, blood microcirculation improvement, skin redness reduction benefits, additional moisture absorbents, analgesics, skin penetration enhancers, solubilizers, moisturizers, emollients, anesthetics, colorants, perfumes, preservatives, seeds, broken seed nut shells, silica, clays, beads, luffa particles, polyethylene balls, mica, pH adjusters, processing aids, and combinations thereof.

14. **(New)**. A cosmetic or pharmaceutical composition for the treatment of diaper dermatitis, and comprising; (i) An ion-pair composition of a divalent metal cation and a zeolite anion, and (ii) A cosmetically or pharmaceutically acceptable carrier base.
15. **(New)**. A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair composition is selected from a group of aluminosilicates that are either in a hydrated or in an anhydrous form.
16. **(New)** .A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair is selected from zinc zeolite, or titanium zeolite, or calcium zeolite, or manganese zeolite, or copper zeolite, or magnesium zeolite, or a combination thereof.
17. **(New)**. A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair composition is zinc zeolite.
18. **(New)**. A composition according to claim 14, wherein divalent metal cation and zeolite anion ion-pair is made by an in-situ process by (i) mixing of an organic or inorganic zinc salt and (ii)

an alkali metal zeolite in a (iii) suitable mixing medium such as a glycol.

19. **(New).** A composition according to claim 14, wherein a cosmetically or pharmaceutically acceptable carrier base is selected from the group comprising a lotion, ointment, cream, gel, spray, thin liquid, body splash, mask, serum, solid cosmetic stick, lip balm, shampoo, liquid soap, bar soap, bath oil, paste, salve, collodion, impregnated patch, impregnated strip, skin surface implant, powder, or diaper.
20. **(New).** A composition according to claim 14, wherein the cosmetically or pharmaceutically acceptable carrier base is selected from the group comprising traditional water and oil emulsions, suspensions, colloids, micro-emulsions, clear solutions, suspensions of nanoparticles, emulsions of nanoparticles, or anhydrous compositions.
21. **(New).** A composition according to claim 14, wherein the cosmetically or pharmaceutically acceptable carrier base is an ointment.
22. **(New).** A composition according to claim 14, wherein the cosmetically or pharmaceutically acceptable carrier base is a powder.
23. **(New).** A composition according to claim 14, wherein an anti-inflammatory agent is included, which is selected from Cyclo-oxygenase inhibitor, Lipoxygenase inhibitor, Ascorbic acid, Ascorbic acid derivatives, Vitamin E, Vitamin E derivatives, Tocotrienol, Rutin, Quercetin, Hesperedin, Diosmin, Mangiferin, Mangostin, Cyanidin, Astaxanthin, Lutein, Lycopene, Resveratrol, Tetrahydrocurcumin, Rosmarinic acid, Hypericin, Ellagic acid, Chlorogenic acid, Oleuropein, alpha-Lipoic acid, Glutathione, Andrographolide, Grapeseed extract, Green Tea Extract, Polyphenols, Pycnogenol, White Tea extract, Black Tea extract,

Andrographolide, Carnosine, Niacinamide, Emblica extract, Horse Chestnut Extract, Esculin, Escin, Yohimbine, Capsicum Oleoresin, Capsaicin, Niacin, Niacin Esters, Methyl Nicotinate, Benzyl Nicotinate, Ruscogenins, Diosgenin, Fenugreek, Emblica extract, Asiaticoside, Boswellia Extract, Sericoside, Visnadine, Thiocolchicoside, Grapeseed Extract, Ginger Root Extract, Piperine, Vitamin K, Melilot, Glycyrrhetic acid, Ursolic acid, Sericoside, Darutoside, Amni visnaga extract, extract of Red Wine, apigenin, phytosan, luteolin, and combinations thereof.

24. A composition according to claim 14, wherein an anti-inflammatory agent is ginger root extract.
25. **(New).** A composition according to claim 14, wherein an ion-pair composition of a quaternary ammonium cation and a zeolite anion is included, which is selected from Stearalkonium zeolite, Cetrimonium zeolite, behentrimonium zeolite, Dicetyl dimonium zeolite, Benzalkonium zeolite, Polyquaternium Zeolite, Polyquaternium-1 zeolite, Polyquaternium-2 zeolite, Polyquaternium-3 zeolite, Polyquaternium-4 zeolite, Polyquaternium-5 zeolite, Polyquaternium-6 zeolite, Polyquaternium-7 zeolite, Polyquaternium-10 zeolite, Polyquaternium-11 zeolite, Polyquaternium-16 zeolite, Polyquaternium-44 zeolite, Polyquaternium-46 zeolite, Polyquaternium-59 zeolite, Cinnamidopropyltrimonium zeolite), Quaternium-82 zeolite, Quaternium-7 zeolite, Quaternium-10 zeolite, Quaternium-79 zeolite, Quaternium-79 zeolite, silicone quaternium zeolite, and combinations thereof.
26. **(New).** A composition according to claim 14, wherein a skin conditioning agent is included, which is selected from Allantoin, petrolatum, white petrolatum, Cod liver oil, Lanolin, Mineral oil, Talc, Topical starch, dimethicone, calamine, kaolin, zinc oxide, and combinations thereof.

27. **(New)**. A composition according to claim 14, wherein a water retentive agent is included, which is selected from calcium sulfate, magnesium sulfate, calcium chloride, clays, silica gels, water absorbent organic polymers, water retentive cellulose, starch, inulin derivatives, carbomers, veegum, dehydro xanthan, cotton, paper fibers, ion exchange resins, chitosan, psyllium husk, algin, agar, carrageenan, gelatin, pectin, locust bean gum, gum arabica, xanthan gum, gellan gum, purified seaweeds, alginate salts, rice bran husk, oat flour, oat protein, colloidal oat protein, soya flour, soya protein, wheat flour, wheat protein, milk powder, milk protein, egg powder, egg protein, casein, rice flour, corn starch, modified starches, rice starch, tapioca starch, inulin, hydrolyzed inulin, soya fibers, cotton fibers, cellulose, modified celluloses, sugars, modified carbohydrates, fenugreek fibers, silk fibers, clay, zeolite, anhydrous zeolite, fumed silica, porous silica, alumina, plant gum, and combinations thereof.
28. **(New)**. A composition according to claim 14, wherein skin cleanser, surfactant, skin and hair conditioning agent, vitamin, hormone, minerals, plant extract, collagen and elastin synthesis booster, UVA/UVB sunscreen, concentrates of plant extract, emollient, moisturizer, humectant, silicone, skin soothing ingredient, antimicrobial agent, antifungal agent, treatment for skin infections and lesions, blood microcirculation improvement agent, skin redness reduction agent, analgesic, skin penetration enhancer, solubilizer, anesthetic, colorant, perfume, preservative, seed, broken seed nut shell, silica, clay, bead, polyethylene ball, mica, pH adjuster, and processing aid, or combination thereof, is included.